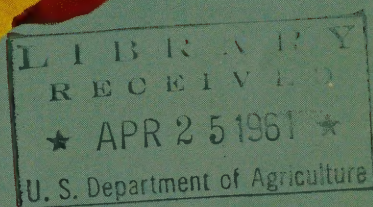


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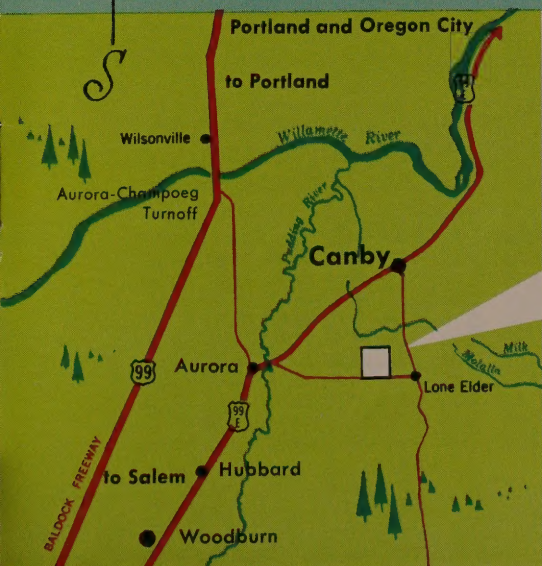
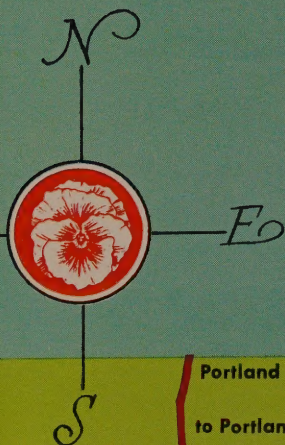
Be

1961 GROWERS PRICE LIST

69th Year of quality seed



This is your invitation to visit Steele's Pansy Gardens this year. We are located south of Portland, Oregon. The map at left shows where we are in relation to major highways, rivers and surrounding communities. We'll be looking for you.



Mastadon is a Registered
Trade Mark Name of...

Steele's
Mastodon® Pansies

Steele's
Pansy Gardens Inc.
P.O. Box 4555
2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.



Beaconsfield – A true Jumbo type. Here's a real eye-catcher for special color effects. Smooth blend of lavender and velvety soft violet.

Separate **colors** for color coordination

Jumbo Pay Dirt – Our origination – blazing gold with dark rays. Largest and most popular of all separate colors. Dramatic alone or in color combinations.

Jumbo Moon Moth – Startling white with a blue penciled face. Reflects night lighting. Ideal for patios.

Jumbo Bronze Tones – A blend of many colors such as nut brown, ginger, mocha, old gold and many with smoky suffusion.

Jumbo Madame Steele – A glowing velvet purple. Larger than ever.

Jumbo Beaconsfield – Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect.

Gorgeous – Uniform, velvety port red. Compact growth.

Mlle. Irene – Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones.

Sea Blue – A vibrant blue of excellent size and texture. Makes striking color combinations.

Adonis – Wisteria Blue. Largely a Jumbo type. Early flowering. Much improved, larger and more intense in color. Has a small, perky face.

Golden Gate – Luminous yellow with a small black center. Very uniform and compact bushy growth.

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.
Jumbo Moon Moth (White)	1.00	1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00	
Jumbo Pay Dirt	1.00	1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00	
Jumbo Bronze Tones	1.00	1.65	2.75	4.95	8.90	15.10	24.15	45.50	61.60	80.00	
Jumbo Madame Steele	1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00		
Jumbo Beaconsfield	1.00	1.75	3.15	5.70	9.70	15.50	27.90	39.50	51.00		
"Gorgeous"	1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00		
Mlle. Irene	1.00	1.55	2.80	5.05	8.60	13.75	24.75	35.05	46.00		
Sea Blue	1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00		
Adonis	1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00		
Golden Gate	1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	42.00		



Moon Moth—A real Moonlighter. Ideal for night light effects. Also combines nicely with Sea Blue, Pay Dirt and Madame Steele. Adds white to any mixture.

Try our superb **mixtures**

Jumbo Mixed — The largest flowering and the most superior color blend of any strain. Rare and different shades as well as copper, brass, red, vermillion, yellow, apricot, bronze, cafe au lait, blue, lavender, orchid, vin rose and wine. Cold resistant in severe climates, winter flowering in mild. Many unusual type faces your customers will like. To satisfy everyone — for more purple add Madame Steele, for yellow Pay Dirt and Moon Moth for white — all are Jumbo type.

Butterfly Hybrids — Our origination — Predominantly pastel with shades of pink, terra cotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other pansy strain. Try early spring planting.

Super Swiss "400" Mixes — Brightest by far of the Swiss type pansy and a top mixture with a balanced color range of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue violet and variations; many with three-tone color effects, all blotched and many bordered in contrasting hues.

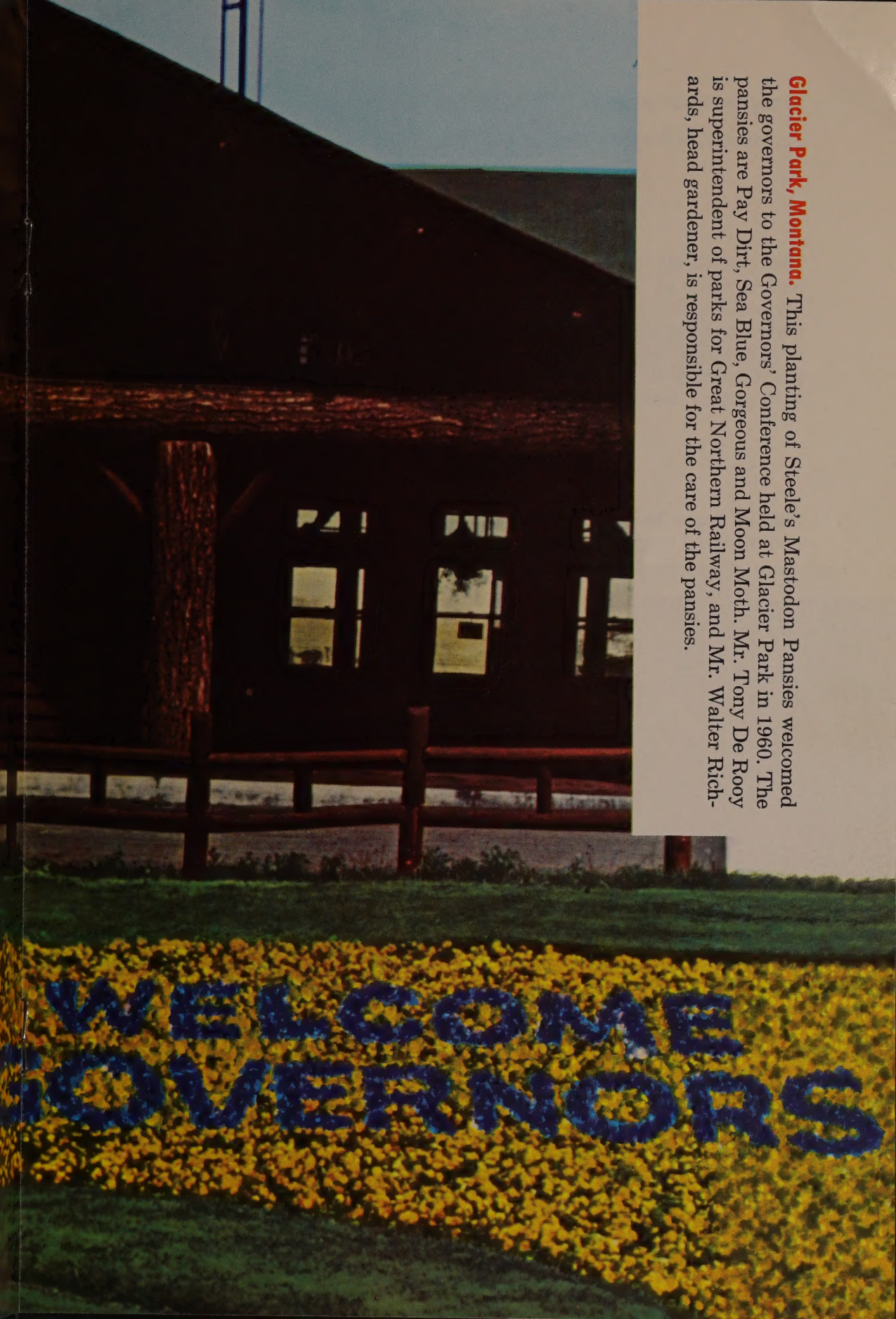
Jumbo Sunset — This is a mixture, as the name would indicate, of the bright, exciting colors from the setting sun. It is confined in general to those shades and hues that simply shout for attention. The strain is all Jumbo, so you may be assured of top size as well as earliest of blooms.

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	8 oz.	16 oz.
Jumbo Mixed		1.00		1.90	3.40	6.10	10.35	16.55	29.80	42.20	53.00	103.50	199.50
Butterfly Hybrids			1.00	1.60	2.90	5.20	8.85	14.15	25.45	36.10	45.35	88.25	170.00
Super Swiss Mixed			1.00	1.45	2.60	4.70	8.00	12.80	23.05	32.65	43.35	84.70	163.30
Jumbo Sunset	1.00		1.75	3.35	6.05	10.90	18.55	29.70	53.45	74.85	90.00		

★ Germination directions included with each order.



Glacier Park, Montana. This planting of Steele's Mastodon Pansies welcomed the governors to the Governors' Conference held at Glacier Park in 1960. The pansies are Pay Dirt, Sea Blue, Gorgeous and Moon Moth. Mr. Tony De Rooy is superintendent of parks for Great Northern Railway, and Mr. Walter Richards, head gardener, is responsible for the care of the pansies.



Everyone loves pansies
...especially Steele's Mastodons

This popularity of pansies is what makes them so profitable to grow and sell. Steele's Mastodons are both early blooming and hardy, giving you a long selling season. The fact that many growers all across the country have grown Steele's Pansies for a

profit year after year is our best guarantee that you can do the same.

Our sincere thanks to you for the trust you have placed in us in the past, and we pledge ourselves to work exclusively for your success in the future.

Steele's Super Swiss—This selection of Swiss Mix shows the large blooms and a partial range of the rich, vibrant colors.





Steele's pansies ready for the retail market by the end of March. These results are achieved by seeding in the greenhouse in October.

sales aids

to help you earn more net profit

COMMERCIAL PANSY CULTURE,

Here is the leading publication on pansy culture. Many advanced ideas on germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects.

PRICE 50 CENTS

SLIDES AND POSTERS

Beautiful kodachrome slides available to Steele's customers for showing at Garden Clubs. A handling charge of \$1.00 is all that is necessary for the loan of these outstanding slides. Free on request with each order of \$2.50 or more is our beautiful **FOUR-COLOR PANSY POSTER PAINTING** by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 37th year for the **STEELE PANSY POSTER**—a tradition among pansy lovers all over the world.

NEWSPAPER MATS

One mat can be used many times, so run your ad often and regularly. An easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$10.00 or more or 10 cents with orders under \$10.00.

COLORFUL FLAT STICKERS

Identify your flats as Steele's quality pansy plants. (Gummed for easy attachment to flats.) 25 free with \$10.00 order. Be sure to ask for them.



RADIO COPY

An easy way to promote quick sales. Write for details on 20-second and one-minute tie-ins for radio.

PAMPHLET ON GROWING

This makes it easier for you to answer customer's questions on culture—and insures the best results from Steele's Mastodon pansy plants after they leave your hands. \$1.50 per hundred.

**Send for your
sales aids today**



Santa Anita race track in Arcadia, California. Steele's pansies have been used here every year since the track first opened. This view shows Steele's Jumbo Mixed in the foreground and Pay Dirt farther back.

Postal Cards (shown below). Again this year we are offering you a 4-color postal card showing a typical pansy from a field of Jumbo Mixed. These striking cards will bring you more orders for pansy plants. Only \$3.00 per hundred.

Steele's Pansy Seed shipped only in the Originators Pack

Steele's Mastodon Jumbo Pansy Seed is shipped only in Originators Pack, and is not genuine Steele's seed unless received in the Originators Pack. This is for your protection and convenience.



Steele's[®]
Pansy Gardens Inc.

P. O. Box 4555
2715 S.E. 39th Ave., Portland 2, Oregon, U.S.A.